



Kolegji AAB

FACULTY OF ECONOMICS

Department: Marketing and Business Management

MASTER THESIS

THEME:

**PROMOTION AS A MARKETING MIX ELEMENT IN THE
DEVELOPMENT OF SMALL AND MEDIUM ENTERPRISES**

Mentor:

Prof. Dr. Shaip Bytyçi

Candidate:

Besim Jashanica

Pristinë, 2014

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INTRODUCTION

Small and medium enterprises are counted as the main pillar of economic development and make up the largest share of employment and sustainable economic development of the country. The company is connected to the market and this connection provides marketing. In a marketing-oriented enterprise, planning responds to social and cultural change and natural environment and provides flexibility. However, only four marketing elements can be fully controlled by the enterprise: product, price, distribution and promotion.

Promotion as an element of the marketing mix in the development of small and medium enterprises is the topic, namely our focus on this master's work. I chose this topic, being aware that it will have broad access to treatment, approach, perception, and interpretation.

Promotion is a mean of communication through which the enterprise tries to inform and persuade the consumer to buy a particular product or service. The goals that the promotion aims to achieve are considered: sending customer information, trying to convince consumers, and fixing messages in the consumer memory.

There are many ways that companies use to promote their projects, such as online promotion, online sales, advertising, and so on.

GENERAL CONCLUSION

By studying step by step the literature available, and relying on the results of the survey of 30 enterprises, it is noticed that promotion plays an important and irreplaceable role as a marketing mix element in the development of small and medium enterprises.

Promotion is any form of communication used to inform, to persuade and to remember people about goods, services, image of an enterprise or individual, their relationships with society, etc.

This work has been divided into three chapters. In the first chapter, we have reflected the small and medium enterprises, focusing on their characteristics, then we have focused on marketing by focusing on its features, we have talked about mix marketing. In the second chapter, we have considered and reflected the promotion as a mix of marketing in the development of small and medium enterprises. In the third chapter, we have addressed and reflected the results of the survey of 30 small and medium enterprises.

The results of our survey reinforce the belief that promotion as a mix of marketing in the development of small and medium enterprises is of great importance and is an integral part of the marketing mix. Through the promotion the company communicates with the customer.

The analysis carried out in our study, in order to achieve its purpose, leads us to conclude that promotion as a marketing mix in the development of small and medium enterprises is very important.

With this paper, we think we have made a modest contribution to the promotion.

We would conclude with the conviction that the journey is still running.